

Message Text

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PAGE 01 TEL AV 02045 231249Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 W
-----232108Z 054579 /67

R 231211Z MAR 77
FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC 5372

UNCLAS TEL AVIV 2045

PASS USDOC/CAGNE

E.O. 11652: N/A
TAGS: BEXP, IS
SUBJECT: COUNTRY COMMERCIAL PROGRAM

REF: STATE 60793

1. THE FIRST MINI TRADE SHOW WAS HELD IN THE USIS ADITORIUM ON MARCH 14-15. MOTOROLA (ISRAEL) LTD., LOCAL REPRESENTATIVE OF HEWLETT PACKARD (HP), BROUGHT IN A LECTURER FROM HP PALO ALTO TO COVER TWO TOPICS. A TRAINING SEMINAR FOR COUNTERS WAS HELD ON THE FIRST DAY. SEVENTY-FIVE ENGINEERS AND TECHNICIANS, OUT OF 100 INVITED, ATTENDED THIS PART OF THE SEMINAR. THE SECOND DAY WAS DEVOTED TO A SHOWING AND EXPLANATION OF A NEW EQUIPMENT ITEM, AS INTEGRATED CIRCUIT TESTER AND STABILITY ANALYZER, WHICH HP IS INTRODUCING INTO ISRAEL. FORTY INVITEES ATTENDED THE SECOND DAY OF THE SEMINAR.

2. SINCE THIS WAS THE FIRST OPERATION OF THIS TYPE, THE EMBASSY DECIDED TO GO ALONG WITH THE SUGGESTION OF THE INTERESTED FIRM THAT IT MAKE THE NECESSARY CONTACTS AND ISSUE THE INVITATION. WE WANTED TO SEE OF THE CONCEPT OF HAVING A MEETING AT THE USIS
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ADITORIUM WAS ATTRACTIVE ENOUGH TO DEVELOP FURTHER AND TO WHAT EXTENT NON-EMBASSY RESOURCES COULD BE EFFECTIVELY UTILIZED. THE TWO-DAY TECHNICAL SEMINAR WAS A COMPLETE SUCCESS, WITH ALMOST NO BURDEN ON EMBASSY RESOURCES. THERE WILL BE A SECOND SEMINAR AT THE END OF THIS MONTH BY HP/MOTOROLA, AGAIN USING THE LOCAL GENT'S RESOURCES TO THE FULLEST

EXTENT. AFTER THIS SECOND SEMINAR, EMBASSY WILL ASSESS THE DESIRABILITY OF CONTINUING THIS TYPE OF MINI SHOW.

3. WE NOW PLAN TO ORGANIZE A MULTI-COMPANY SHOW IN JULY INCLUDING EQUIPMENT FROM SEVERAL DIFFERENT LABORATORY EQUIPMENT FIRMS. THIS TIME THE EMBASSY WILL ASSUME THE MAJOR RESPONSIBILITY FOR ADVANCE PUBLICITY AND INVITATIONS. WHEN THE RESULTS ARE IN WE WILL ALSO FORWARD TO WASHINGTON AN ASSESSMENT OF THIS FORM OF SHOW AS A TOOL FOR EXPORT PROMOTION IN ISRAEL.

4. A REPLY TO THE FEBRUARY 8 LETTER FROM LILL TO RUEDA WAS POUCHED ON FEBRUARY 28.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 23-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TELAV02045
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770100-0146
Format: TEL
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770329/aaaaayuf.tel
Line Count: 78
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Message ID: bd5420b3-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
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Review Content Flags:
Review Date: 28-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3015361
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERICAL PROGRAM
TAGS: BEXP, IS
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/bd5420b3-c288-dd11-92da-001cc4696bcc
Review Markings:
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